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WMUA

UNIVERSITY OF MASSACHUSETTS

MINUTES OF MEETING OF AD HOC COMMITTEE TO REVIEW CERTAIN PROBLEMS RELATING TO STUDENT RADIO STATION WMUA

July 24, 1969. Whitmore Administration Building
University of Massachusetts, Amherst, Mass.

Present were: Mr. Keenan (Chairman), Mr. Ballard, Prof. Brann, Mr. Melley, Miss Olken, Mr. Stadlen, and Prof. Eshbach. Mr. Brooks was not able to attend.

1. Mr. Keenan reviewed the committee conclusions to date as follows: (a) One of the frequencies licensed to the University Trustees should be for use by students: (b) since an educational channel should be used for educational purposes, it should b e used by students for educational purposes with the college-age public as the primary audience to which programming is directed; (c) the license for the station should remain with the Board of Trustees.

2. There was recognition of the problems of management, continuity, and program quality inherent in a student operation where the students are graduated and others take their place relatively frequently.

3. There is need to justify the separate and unique role of WMUA, its distinctness from WFCR, the need for WMUA programming to a particular type of audience, and build upon that foundation for changes that WMUA feels are necessary for it to perform its function most effectively.

4. In the New England area, there are only three college radio stations which are not licensed to the Trustees of the institutions. A listing prepared by Mr. Ballard is attached. (Attachment A)

5. The importance of providing Trustees and others a good picture of WMUA programming was emphasized. Mr. Ballard provided a review of some of the programming of the past academic year and a brief statement of plans for the student station. This material is attached to this report. (Attachment B)

6. The need to refine the programming information to indicate percentages of time for various categories of programs, such as news, public affairs, etc. was indicated.

7. Information on the college-age audience in a 20-mile radius, which would include students at the University, students at other institutions, and others within the college-age group, and on the coverage area of the station will be needed. Some information on college enrollment in Western Massachusetts and population figures for some towns and cities have been listed. (Attachment C)

8. The potential of having some advisory assistance available to WMUA staff was considered, there was reference to the Collegian and Mr. Oickle's role. There is a possibility some money could be obtained on a temporary basis to employ a person on a part-time basis and possibly he would later become a member of one of the departments.

9. There was discussion of student objections to anyone telling them how to conduct student affairs, but there was agreement an advisory arrangement as seems possible would be of much value.

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10. Mr. Melley and Mr. Stadlen will work on a draft of the program material. Mr. Melley will contact Mr. Oickle regarding his meeting with the Ad Hoc Committee to describe how he functions in regards to the Collegian. Mr. Keenan, Miss Olken, and Mr. Ballard will work on the needed population and coverage information.

11. Mr. Melley's sub-committee will have several meetings before another meeting of the complete as hoc committee is called by Mr. Keenan.

ATTACHMENT A

COLLEGE RADIO STATIONS IN NEW ENGLAND, LICENSEE, AND POWER

CALL	LICENSE	POWER	FREQ.
WPKN (FM)	U of Bridgeport	(1 kw)	89.5
WYBC-FM	Yale Broadcasting Co.	(1.2 kw stereo)	94.3
WHUS (FM)	U of Conn (Board of Trustees)*	(1.5 kw)	91.7
WGES (FM)	Trumball Board of Education	(275 watt)	88.7
WNUH (FM)	U. of Hartford*	(1.80 kw stereo)	91.3
NEW (FM)	U. of Maine	(13.35 kw)	90.9 Bangor
WBOR (FM)	Pres.& Trustees Bowdoin	(10 watt)	91.1
WRJR (FM)	Pres. & Trustees Bates College	(10 watt)	91.5
WMEB-FM	Board of Trustees U. of Maine	(380 watt)	91.9 Orono
WAMF (FM)	Board of Trustees Amherst	(10 watt)	89.5
WPAA (FM)	Trustees of Phillips Academy	(10 watt)	91.7
WBUR (FM)	Trustees of Boston University	(20 kw)	90.9
WERS (FM)	Emerson College	(19 kw)	88.9
WHRB-FM	Harvard Broadcasting Co. Inc.	(3 kw stereo)	95.3
WTBS (FM)	WTBS Foundation Inc.	(10 watt)	88.1
WMHC (FM)	Trustees of Holyoke College	(10 watt)	90.7
WAIC (FM)	American International College	(10 watt)	91.9
WSCB (FM)	Pres. & Trustees of Springfield College	(10 kw)	89.9
WBRS (FM)	Brandeis U.	(10 watt)	91.7
WHRS-FM	Winchester School Dept.	(10 watt)	91.9
WUNH (FM)	U. of New Hampshire	(10 watt)	90.3
WOCR (FM)	Trustees of Dartmouth College	(1 kw)	1340 kc.
WRUV (FM)	U of Vermont & State Agricultural Sch.	(10 watt)	90.1
WNUB-FM	Norwich University	(?)	89.1

*not on air as yet

ATTACHMENT B

HIGHLIGHTS OF WMUA PROGRAMMING

This past year WMUA was involved in the following special programming:

JIMMY FUND MARATHON-WMUA raised over $1000 for the Jimmy Fund by suspending regular programming and running a continuous marathon for a seven day period

BIAFRA RELIEF FUND MARATHON-WMUA combined facilities with WAMF at Amherst College this spring for a 24 hour marathon in which the two stations raised a combined total of $700 for the Biafra Relief Foundation

SNOW STORM COVERAGE-during the great snow storm of this past winter during which UMass cancelled classes for the first time in many years...and even then not until the school day was almost over, WMUA provided the most comprehensive cancellation coverage for the UMass community of any station in the area. WMUA received praise from the other campus media for this service and saved many students an unnecessary trip to a deserted classroom

DVP LECTURES-WMUA tapes in co-operation with WFCR virtually every DVP lecture at UMass. Oftentimes WFCR uses our taped copies for broadcast over their facilities. WMUA broadcasts the more important DVP lectures and works with WFCR to prevent a conflict of scheduling to allow a maximum opportunity for these lectures to be heard.

HUBERT HUMPHREY SPEECH-WMUA carried this speech live from the cage and, because the speech occured over a holiday weekend, rebroadcast the speech at a later date to allow those who missed it the first time to catch the second broadcast

CHILDREN'S HOUR-WMUA originally started the Children's Hour for the benefit of the children of the UMass faculty. The show received such acclaim that WFCR picked it up this past spring and hopes to have it go network within two years

EVENING REPORT- WMUA's half hour nightly program of local, regional, national and international news and sports

COLLEGIATE RADIO NETWORK-established by WMUA and WAMF, the CRN hopes to provide news and public affairs programming to benefit both stations

FOCUS/ACTION'69/NO MORE PEPPERS PLEASE- WMUA's news and public affairs programs that allow for the discussion of important campus issues

DEAN FIELD ON THE LINE- a bi-weekly program in which Dean Field spoke with UMass students on any and all issues they wished to discuss, An important aid in establishing student-faculty relations

WHITMORE DEMONSTRATION- during the past fall's Whitmore demonstration WMUA provided up-to-the-minute comprehensive coverage of the events at Whitmore, served to tone things down between students and faculty and prevented certain local stations in the area from distorting the actual events all out of proportion

SPECIAL ON SCROOGE'S CHRISTMAS- WMUA's Peanut Players put together a special Christmas program for the young and old alike

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PARKING PROBLEMS ON CAMPUS-UMass' parking problems are no stranger to any of us. This past fall WMUA spoke with Chief Blasko and put together a half hour special on UMass' parking difficulties, why they exist, and what is being done to alleviate them

UMASS COMMENCEMENT- this past commencement WFCR ran into difficulties that would normally have prevented it from providing UMass Commencement coverage to the Eastern Education Radio Network. Although WMUA officially signed off the air for the beginning of the summer two days prior to the Commencement, WMUA went back on the air, fed the programming to WFCR's transmitter for relayed broadcast, engineered the broadcast, and provided feeds of actualities on Kennedy's speech to NBC, CBS,MUTUAL,METROMEDIA and GROUP W...plus WSPR, WACE and WHMP

INTERVIEW WITH WALTER CRONKITE-following the UMass commencement, WMUA and WACE brought Mr. Cronkite to WMUA's studios for a half hour exclusive taped interview

ELECTION COVERAGE-during the 1968 Presidential election WMUA stayed on the air continuously to provide complete coverage and commentary and fed a special locally produced round-up to the EERN

SPECIALS ON: THE DRAFT
POWER OF THE STUDENT SENATE
VIETNAM
KENNEDY'S ASSASSINATION(Nov 22)
MASSACHUSETTS PRIMARIES

SPORTS: Complete schedule of broadcast for Redmen Basketball and Football names
Broadcast of the season opener baseball game
Broadcast of the crucial UMass LaCrosse game

COMMENTARIES-WMUA periodically expressed its opinion on issues of importance to the UMass community in the way of commentaries on:
WHITMORE
DRUGS
STROM THURMOND
STUDENT OPPOSITION TO THE CONSTRUCTION OF NEW LIBRARY
THE PRESIDENTIAL CANDIDATES...
to name a few

WORK WITH WFCR-WMUA has always worked more closely with WFCR than the other college stations in the area. We have leant them equipment, borrowed equipment, shared facilities on special occasions, etc.

FOR THE FUTURE

We hope to develop our news and public affairs department to involve our listening audience

to develop a dramatic series in which students could do either or all of the following: write their own scripts -produce scripts - perform scripts
increase student involvement in what's happening on campus
increase student-faculty involvement with each other
increase our sports coverage to baseball and other important events
increase our commentaries and lectures
provide an experimental facility to allow students to try their 'thing' before a large audience

ATTACHMENT C

STUDENT ENROLLMENT IN WESTERN MASSACHUSETTS COLLEGES AND UNIVERSITIES SPRING 1968

UNIVERSITY OF MASS	17733
AMHERST	1213
MT. HOLYOKE	1801
SMITH	2468
GREENFIELD COMMUNITY	658
HOLYOKE COMMUNITY	1561
SPRINGFIELD TECH. INST.	800
AIC Longmeadow	1915
BAY PATH JUNIOR COLLEGE	492
OUR LADY OF ELMS Chicopee	666
SPRINGFIELD COLLEGE	1104
WESTERN NEW ENGLAND Springfield	914

from "Facts about New England Colleges and Universities" 1968-69 by New England Board of Higher Education

POPULATION OF SELECTED WESTERN MASSACHUSETTS COMMUNITIES
1965 Census by Commonwealth of Massachusetts

AMHERST	10,097
BELCHERTOWN	5,758
AGAWAM	17,484
CHICOPEE	58,377
HOLYOKE	52,636
NORTHAMPTON	27,062
SPRINGFIELD	165,520
SOUTH HADLEY	14,249
CHESTERFIELD	649
CUMMINGTON	602
EASTHAMPTON	12,974
HATFIELD	2,708
SOUTH DEERFIELD	
SUNDERLAND	1,298
WHATELY	1,127
GRANBY	4,770